

Awards

International Health & Medical Media Awards

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Founders' Awards 2004

THE MICHAEL E. DeBAKEY, M.D., AWARD, named for the renowned cardiovascular surgeon who has supported our competition since its inception, is given to the finest educational entry of the year. The 2004 winner of this award was *Angela's Journey* from the Canadian Broadcasting Corporation. This powerful documentary records a mother's journey through breast cancer treatment as she compresses years of mothering into a short time, making every moment count.



THE SURGEON GENERAL'S AWARD, given for the best educational entry for health professionals, was awarded to *Accepting the Challenge*, produced by Horizon Productions for the Eastern North Carolina Chapter of the Alzheimer's Association. This DVD training program is designed to help professional caregivers better understand the behaviors and symptoms of people with dementia and improve caregiving skills.

THE HELEN HAYES AWARD is named in honor of the late first lady of the stage who was a long-time supporter of the competition, and acknowledges the best production for the health consumer audience. *Super Surgery: A Face Restored*, an ABC News Production and winner in the category of Communications, was this year's honoree. This is the story of a young girl who was badly burned and scarred and came to America for help. The viewers are with her every step of the way as she undergoes the transformation from a horribly disfigured and disabled child to a healthy and beautiful young girl.



THE ROBERT E. WISE AWARD for outstanding cinematography was awarded to Discovery Network's TLC for their entry, *How to Build a Human*. Human reproduction is still a scientific mystery. This show explores not only the advances in the study of reproduction, genetics and gender using the

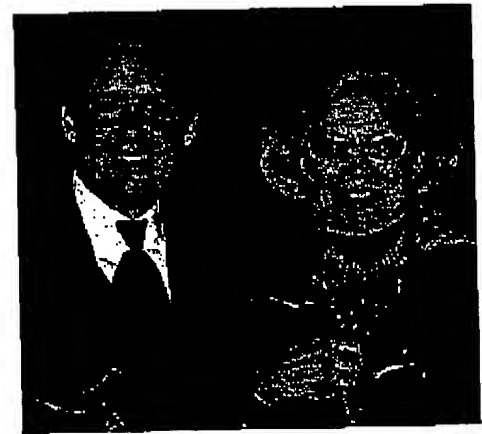
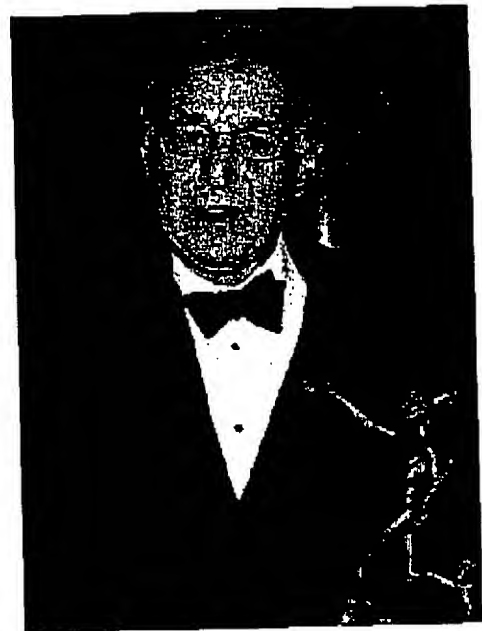
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latest technology, but the human side as well.



Mary Munson, producer/director, and Alan Inkpen, codirector of Angela's Journey, winner of the Michael E. DeBakey, M.D., Award



FROM TOP: Alice Watkins, executive director, Eastern North Carolina Chapter of the Alzheimer's Association, and Tim Finkbiner, producer/director, Horizon Productions, accepting the Surgeon General's Award from Dr. Mike Magee; Charlene Serwa, executive producer, TLC, Robert E. Wise Award winner; Alan Goldberg, senior producer for ABC News Productions, Helen Hayes Award winner; Tim Finkbiner and Alice Watkins

Founders' Awards 2003

THE HELEN HAYES AWARD named in honor of the late



first lady of the stage who co-founded this competition, acknowledges the best all-around production for consumers. This year's award winner was **No Greater Love**, produced by Banyan Communications. This one-hour documentary focuses on the radically increasing need in the United States for healthy transplantable organs, as well as the emotional redemption that can come to a family through the act of donation.



THE SURGEON GENERAL'S AWARD for the best production for health professionals was awarded to Ruth Yorkin Drazen Productions for **The Choice Is Yours**. This powerful documentary focuses on the life and philosophy of the great psychiatrist Viktor Frankl, M.D., Ph.D. The film reminds viewers that the meaning of our work springs from an ever-present awareness of the humanity in ourselves and others.

THE ROBERT E. WISE AWARD for outstanding cinematography is named for a great American director who for 25 years has shown his dedication to the competition and its mission. This year's winner was the Discovery Health Channel for their entry **Saving Face: Lives Restored**. While there are many causes of facial disfigurement, surgery is often the only cure. This program profiles the work of some of the world's best cranio-facial and plastic surgeons and the hope they give to their young patients.



THE MICHAEL E. DeBAKEY, M.D., AWARD is given to the fine educational entry of the year. The 2003 winner of this award, named for the renowned cardiovascular surgeon who has supported this competition since its inception, was **Against All Odds** from Dateline NBC, Sandy Cummings producer. This program tells the remarkable story of two women and their fight against brain cancer; one a mother fighting for her life and the other a neurosurgeon/immunologist working on the cutting edge of cancer research.

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Founders' Awards 2002

THE HELEN HAYES AWARD named in honor of the late first lady of the stage who co-founded this competition, acknowledges the best all-around production for consumers. This year, the award was given to the production from Oregon Public Broadcasting, **The Way Home: Finding Your Place in the Golden Years**. This program provides practical information and illustrative examples for elders and their families as they navigate the sea of information.



on medical care, financial arrangements, living facilities and legal counsel to seniors.



THE SURGEON GENERAL'S AWARD for the best production for health professionals was awarded to Medfilms' production, *Bioterrorism for Healthcare*. Alan Reeter, president of Medfilms, accepted the award for their healthcare workers' training program on bioterrorism, which focuses on recognition, symptoms, transmission, precautions and anxiety control.

THE ROBERT E. WISE AWARD for outstanding cinematography is named for a great American director who for 25 years has shown his dedication to the competition and its mission. This year's winner was *Separate Lives?*, a Dateline NBC production about separating conjoined twins. This program captured the intricacies of the 31-hour surgery and the emotions of the parents. It educates as well as inspires.



THE MICHAEL E. DeBAKEY, M.D., AWARD is given to the fine educational entry of the year. The 2002 winner of this award, named for the renowned cardiovascular surgeon who has supported the competition since its inception, was *Race Against Time*. This moving documentary follows the United Nations envoy recording his experiences dealing with the AIDS problem in Africa. Accepting the award on behalf of the Canadian Broadcasting Corporation was executive producer Michael Alder.

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Founders' Awards 2000

THE MICHAEL E. DEBAKEY, M.D. AWARD, named for the great cardiovascular surgeon who has championed the competition since its beginning, was given to the finest educational entry of the year. The 2000 winner was *Mysteries of Cold Water Survival*, Nancy Lavin, executive producer, The Learning Channel; and Bill Hayes, executive producer, Advanced Medical Productions.



BILL HAYES, ADVANCED MEDICAL PRODUCTIONS
(LEFT)

STEVE HUBER, PRESENTING ON BEHALF OF
HEALTHANSWERS, INC (RIGHT)



THE HELEN HAYES AWARD acknowledges the best all-around production for consumers. Helen Hayes, the late first lady of the stage, was a co-founder of this competition and one of its strongest supporters. The winner for 2000 was *Sound and Fury*, created by Aronson Films/Public Policy Productions, Roger Weisberg, producer; Ann Collins, editor; Jackie Roth and Julie Sacks, coordination producers; Mark Suozzo, original music; and Deborah Clancy, production manager.

NATHAN SIMMS, PRESENTING ON BEHALF OF GLAXOSMITHKLINE

THE SURGEON GENERAL'S AWARD for the best production for health professionals went to MedLive GmbH of Germany for *Treatment Concept for Extracting Impacted Wisdom Teeth*. Dr. Gerd Basting accepted for MedLive GmbH.



NAN-KIRSTEN FORTE, PRESENTING ON BEHALF OF WebMD (LEFT)



DR. GERD BASTING, MEDLIVE GmbH (RIGHT)



THE ROBERT E. WISE AWARD for outstanding cinematography and graphics is named for a great director who for 25 years has shown his dedication to the FREDDIE competition and its mission. The winner was A.D.A.M. Interactive Anatomy, produced by adam.com. Accepting for adam.com was Robert Cramer, Jr., chairman, CEO, and co-founder.

ROBERT CRAMER, JR., ADAM.COM

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Founders' Awards 1999

We honor the tradition of the International Health & Medical Film Competition by conferring four Founders' Awards. FREDDIE winners with the highest evaluations in four particular areas are eligible for these special honors. The 1999 Founders' Awards announced at the ceremony last November 13 are:



THE HELEN HAYES AWARD, to the best all-around production for consumers. It is named for the late first lady of the stage; Helen Hayes was a cofounder of this competition and one of its strongest supporters. The winner in 1999, *Alcohol 101*, is a CD-ROM that took the FREDDIE in the Community Health category.

Alcohol 101 was produced by the University of Illinois and The Century Council, with special creative efforts by Digital Ranch, herman/benson, Bughouse Graphics, and Niemack Hassett Productions.

THE HONORABLE JOHN LAWN, THE CENTURY COUNCIL (LEFT);

JOHN FORD, DISCOVERY HEALTH MEDIA (RIGHT)

THE C. EVERETT KOOP, M.D. AWARD, to the best entry for health professionals. Image Science and Eisai Co. from Tokyo created the 1999 winner, **The Proton Pump**. Accepting the award were Sayoko Sasaki, Eisai Co.; Prof. Noriaki Takeguchi of Toyama Medical and Pharmaceutical University; Yoshifumi Matsumoto, director; Hideki Takahashi, producer, Image Science.



N. TAKEGUCHI, Y. MATSUMOTO, T. NAITO, S. SASAKI, H. TAKAHASHI

THE ROBERT E. WISE AWARD for outstanding cinematography is named for a great American director who for 25 years has shown his dedication to the competition and its mission. The Learning Channel received the 1999 award for their exceptional production, **Intimate Universe: Raging Teens**, Peter Georgi, producer/ director; Sandra Gregory, Alan Bookbinder, Susan Winslow, Lorraine Heggessy, executive producers.



PETER GEORGI, THE LEARNING CHANNEL (LEFT)

SUNDEEP BHAN, MEDSITE.COM (RIGHT)



THE MICHAEL E. DEBAKEY, M.D. AWARD, to the finest educational entry of the year. The 1999 recipient was ABC News 20/20 for the moving program **At Home with Bob and Michelle**, Barbara Walters, correspondent; Martin Clancy and Andrea Amiel, producers; Victor Neufeld, executive producer; Stefanie Hirsh, production associate.

ALLISON SESNON, ABC NEWS

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